



Rev 360

Working deck

January 2024



What is Rev 360?

Rev 360 is a self-service BI application that streamlines building and maintenance of analytic proof-of-concept solutions to provide Ad Sales with actionable insights. In other words, for anyone who touches or works with ad revenue, Rev 360 will become their go-to tool.



Placeholder for
Rev 360 page

Actionable insights + Ad Sales

Through Rev 360, Ad Sales aims to centralize the source of truth from the following to **ensure strong data governance standards are met:**

Ad Sales data systems (Hubble, DAVD, CDW, clean rooms)

Ad Sales data types (CRM/Salesforce data, Operative/UWS campaign planning data)

Ad supply and delivery data (FreeWheel, Google Ad Manager)

Third-party/programmatic data (Adjuster)

Financial/billing data (Operative/UWS)

Partnership data

Who uses Rev 360?

25-30
users

with that number
rising to around

40 users when
undocumented
users &
expected user
growth are
accounted for

Today, most users fall into 3 personas:



Information Explorers Someone who leverages organizational data to run in-depth analyses and derive data-driven insights



Information Innovators Someone who develops novel proof-of-concept data analytics solutions to solve unmet business needs



Information Consumers Someone who leverages published reports to gain organizational insights and collaborate on data tasks

The flexible and comprehensive nature of Rev 360 enables users to leverage the tool to handle tasks of varying complexity.

Rev 360 is capable of handling the needs of Information **Explorers**, Information **Innovators**, and Information **Consumers**.

Who uses Rev 360?

(with use cases)

The wide variety of business use cases that Rev 360 can handle has led to it being adopted by numerous business units.

This all speaks to the potential growth opportunities of Rev 360, like tying data (e.g., content metadata) into the tool would open new avenues for content-revenue analyses and strategy development.



Strategy

Churn analysis, advertiser lifecycle analysis, and more



Advanced Audience

Tracking revenue by demo, tracking traditional vs. advanced spend, and more



Programmatic

Tracing revenue by day, reporting on revenue by DSP/SSP, and more



Planning

Tracing how plan pricing affects revenue and client growth, and more



Finance

Financial reporting, tracing booked vs. delivered revenue, and more



Peacock

Tracking revenue by content, and more

What are the benefits of Rev 360?



Centralized source of truth for revenue data



Enhanced visibility and traceability throughout the revenue cycle

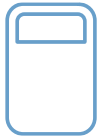


Automated insights into behavioral trends and how clients are purchasing our inventory



Real-time measurement of what clients are spending related to their goals

Rev 360 use cases



Counting clients across the business

- Determine the number of unique clients and how much they spend across  ad products, which is crucial for testing and understanding different strategic approaches
- Facilitate A/B testing
- Provide leadership the necessary information to have business case and budget conversations
- Product high-level insights into growth and performance over time



Financial level setting for high-level updates

- Obtain high-level metrics of performance
- Collect revenue with trackers like YTD, QTD, or rolling 12-month revenue, which allows for easier reporting to leadership
- Slice and dice metrics by various dimensions (e.g., business unit, industry, marketplace, etc.)
- Enable the most updated, data-driven tracking of company performance



Understanding the value of clients' spending pattern

- Analyze client spending behaviors
- Recognize when clients spend a lot on shows with low viewership and revenue rather than shows with high viewership and revenue or spend more on legacy methods instead of modern, data-driven targeting methods
- Isolate disconnected instances
- Create optimized spending strategies to allow for clients to better meet their goals and promote growth of ad sales

AdSmart Executive Summary report analysis

Next phase: Ways the
business understands the
performance of advanced
advertising related platforms

Problem

The current process for creating the AdSmart Executive Summary Report relies on outdated processes and requires the maintenance of a standalone server.

Running this report and processing these data points should all be incorporated in the same unified data fabric (UDF) and tech stack as the advance analytics and self-service framework.

Solution

Pending. Currently exploring opportunities for automation / process improvements

Proposed USL Roadmap

Shifted

New

APOD-XXXXX
Rev 360 Part I & II

APOD-XXXXX
Rev 360 Part III

APOD-XXXXX
Audience IO

APOD-XXXXX
**USL Pipeline
Integration to UWS**

APOD-11208, 11273,
11283, 11284
Churn Analytics

APOD-11289
Sticky Client

APOD-11290
Spend Rankings

APOD-XXXXX
Sponsorship Flags

APOD-11288
Product Flags

APOD-XXXXX
TBD: Delivered Dollars & Impressions

Ideas...

- Connecting plan & campaign data across linear and digital
- Consider duplication from Larry's roadmap
- How manyimps delivered by adv / agy across linear and digital
- Include currency/demo, bucket "demo types" by agency
- Demo/currency scenario analysis? (i.e., what if we sold it this way)
- XP labels and sublabels (i.e., ADU, optimized, etc.)
- Include cross-property liability transfers

APOD-XXXXX
**USL Pipeline
Integration to UWS**

APOD-11268, 11269
**Total Cash Pacing
Data Alignment**

APOD-11289
Strata Analysis

← **Booked Dollars & Impressions** →
(incl. delivered for PMP)

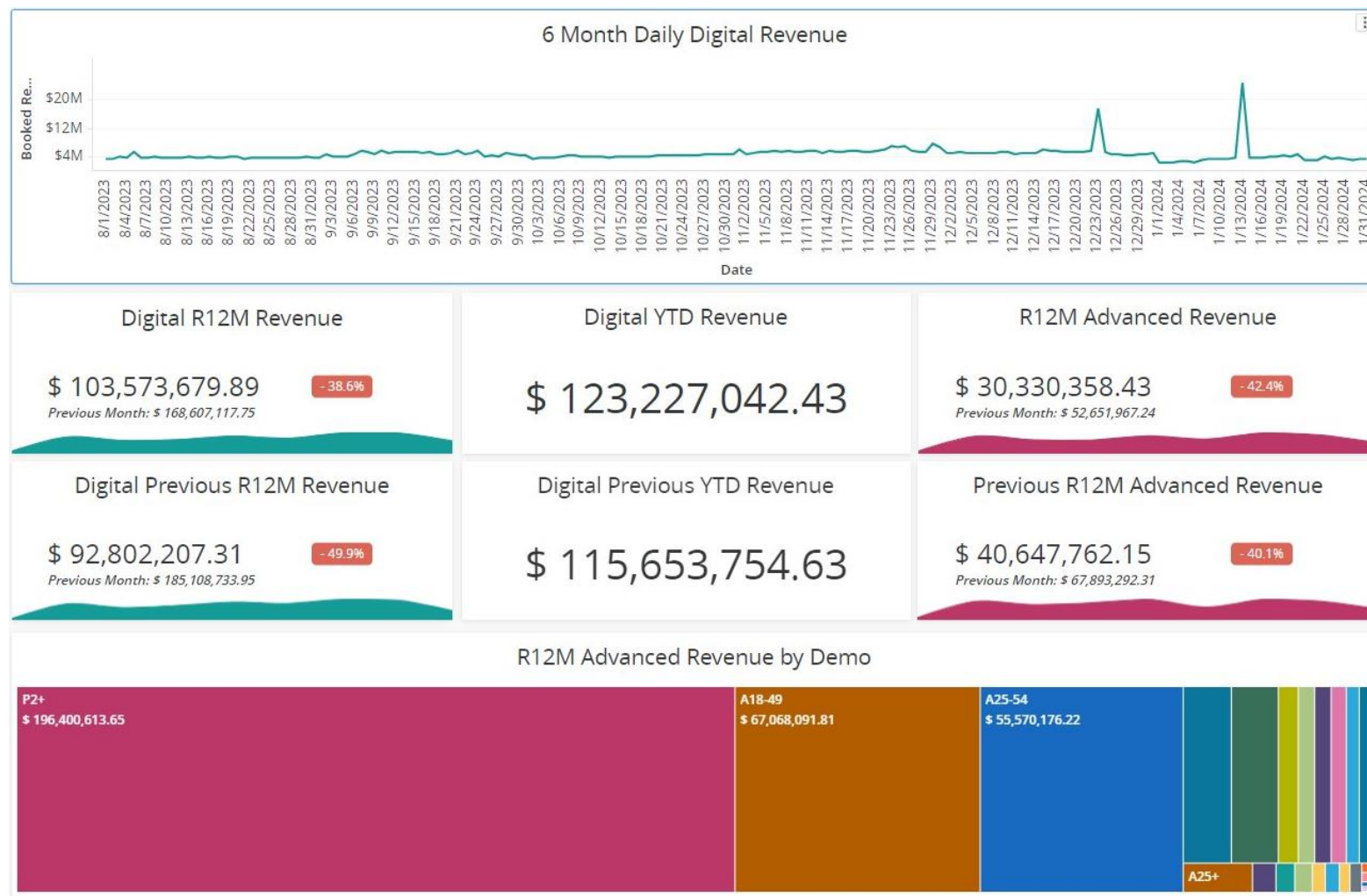
← **Delivered Dollars & Impressions** →

← **Pipeline Dollars & Impressions** →

Rev 360 dashboard

Please note:

These dashboards were created during the UAT process before the dataset was finalized, so the revenue figures shown may not be 100% accurate, but rather for demonstration purposes to show the power of the tool.



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